

U.S. DEPARTMENT OF  
HEALTH, EDUCATION, AND WELFARE  
Public Health Service



**SMOKING AND HEALTH PROGRAMS  
AROUND  
THE WORLD**

**December 1973**

**Center for Disease Control  
National Clearinghouse for Smoking and Health  
Bethesda, Maryland 20016**

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## INTRODUCTION

Increasing world awareness of the health hazards of cigarette smoking has stimulated an international demand for filter cigarettes and brands with lower tar and nicotine content. This trend toward less hazardous smoking is one of the major changes in smoking habits in developed countries, according to a survey of the smoking and health programs around the world.

The survey also indicates that several countries which had already adopted measures to curb, or lessen the hazards of smoking, had taken or recommended stronger action in 1973. This included further restrictions on cigarette advertising and requirements for health warnings on cigarette packages.

Following is a summary of the report, compiled by the Public Health Service's National Clearinghouse for Smoking and Health:

**CIGARETTE ADVERTISING:** In 1973 Germany and Austria outlawed cigarette advertising from radio and television, joining a growing list of countries which have already taken such action. Broadcast cigarette advertising has been banned in Canada, the United States, the United Kingdom, Finland, Italy, Ireland, Japan, Netherlands, Singapore, Switzerland, Afghanistan, Zambia. In Australia, broadcast cigarette advertising will be phased out by 1975. A number of countries have never carried cigarette advertising on radio and television mainly because of a national policy against all commercial broadcast advertising. These countries include Czechoslovakia, Iceland, Norway, Sweden, Denmark, Poland, Romania, the Soviet Union.

In print media, several countries acted to curtail or ban cigarette advertising in newspapers, magazines and billboards. An all-media ban on cigarette advertising is now being considered in Bulgaria, Canada, Finland, Norway, Sweden, Denmark, Yugoslavia and New Zealand. The total ban already exists in Afghanistan, Iceland, Poland, Romania, Singapore and the Soviet Union.

**LESS HAZARDOUS SMOKING:** To lessen the hazards to smokers who are unwilling or unable to quit cigarettes, several countries have begun to publicize the tar and nicotine content of cigarettes and to encourage smokers to use brands with lower tar and nicotine content as well as filter tipped cigarettes. This is being done in Australia, Austria, Canada, Japan, the United States and the United Kingdom. In Ecuador, cigarette manufacturers will be required to report on tar and nicotine contents of their brands beginning in January 1974.

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A general lowering of tar and nicotine content has been reported in Australia, Japan and the United States. (In the United States the tar and nicotine content has been reduced by an average of 30 percent in the past 10 years.)

The range of tar and nicotine content in cigarettes marketed in the above countries follows:

Australia:	6 to 21 mgs. of tar from 0.3 to 1.3 mgs. of nicotine
Austria:	Upper limits of tar, 36.3 mgs. Other figures unavailable
Canada:	from 4 to 23 mgs. of tar from 0.2 to 1.4 mgs. of nicotine
United Kingdom:	from 4 to 38 mgs. of tar from 0.3 to 3.2 mgs. of nicotine
United States:	from 2 to 33 mgs. of tar from 0.2 to 2.2 mgs. of nicotine

The demand for low tar and nicotine cigarettes is increasing. An Australian brand containing 7 mgs. of tar is in the ten top selling brands in Melbourne. In Austria a "big seller" is a brand containing 12.2 mgs. of tar. In the United States the market share of cigarettes yielding 15 mgs. of tar or less increased from 2 percent in 1967 to an estimated 7.3 percent in 1973.

The demand for filter tipped cigarettes has risen dramatically. In 25 countries, including the United States, the United Kingdom, Germany and Japan, which are the largest cigarette producers, filter tipped cigarettes comprise more than 80 percent of the total market. (In the United States, production of filter tipped cigarettes increased from 3.2 percent of the market in 1953 to 85 percent in 1972.)

MORE HAZARDOUS SMOKING? While some cigarette smokers are switching to less hazardous brands, are other smokers switching to more hazardous brands? The U.S. Department of Agriculture reports a "world-wide tendency of smokers to switch from cigarettes containing essentially dark tobaccos to American blend type cigarettes containing light tobaccos." These light tobaccos include flue-cured tobaccos which tend to have higher tar and nicotine content than other types of tobacco. In Italy, for example, smokers are reported to

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be switching from traditionally low tar and nicotine cigarettes to more full-bodied, or stronger cigarettes; as a result, a higher proportion of U.S. tobacco is being imported to blend with the milder domestic varieties. The Foreign Agricultural Service of the USDA notes that "the future of U.S. tobacco in the Italian and other markets will be largely decided by the outcome of the struggle between flavorful high nicotine cigarettes and less flavorful low nicotine cigarettes." (As nicotine content increases, the proportion of tar content usually increases also.)

**HEALTH WARNINGS:** More countries are requiring health warnings on cigarette packages. Warnings now appear in Australia (in two states), Canada, Costa Rica, Ireland, Japan, Peru, United States, United Kingdom. Bills have been introduced for similar requirements in Brazil, Ecuador, Mexico, the Philippines and Panama.

The warnings state that smoke "is," "can be," or "may be" hazardous to health, but Japan and Canada warn against excessive use. Japan's warning goes: "For the sake of your health, do not smoke too much." The Canadian warning: "The Department of Health and Welfare advises that danger to health increases with amount smoked."

A unique aspect of the Australian proposal for a health warning, "Smoking is a Health Hazard," is that it would have to be given visually, and by voice, every time a cigarette commercial is shown on television.

The Philippines, so far as is known, is the only country which would require the health warning on cigar boxes as well as on cigarette packages.

Iceland appears to be the first country to repeal its law requiring a health warning on cigarette packages. It was felt unnecessary to continue the warning upon enactment of a 1972 law banning cigarette advertising in all media.

**EDUCATION:** A relatively new feature in this area was the introduction in 1973 of anti-smoking programs (or expansion of existing ones) in the armed forces of Belgium, Israel, Germany and the United States.

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Canada strengthened its "Use of Tobacco" unit by adding two field liaison officers in the eastern and western parts of the country to improve cooperation with Provincial education authorities and voluntary organizations.

In the United Kingdom, the government-financed Health Education Council in 1973 allotted half of its \$3.25 million budget to an anti-smoking advertising campaign which included television commercials, posters and pamphlets.

An innovative educational program in the United States, supported by government funds, has established six regional centers where teams of teachers are trained in new techniques in health education. The aim is to impress on 5th, 6th and 7th grade school children how common risk factors like alcohol, tobacco and drugs can damage their lives.

In most countries private organizations cooperate with government health agencies in disseminating information on the smoking problem. Among the newer organizations are Denmark's "Society for the Prevention of Tobacco Illnesses" and Israel's "Society for the Prevention of Smoking."

**STRONGER ACTION IN EUROPE:** Concerned that the increasing use of alcohol and tobacco "can have serious effects on health," the Council of Europe has recommended that its 18 member nations (Austria, Belgium, Cyprus, Denmark, France, Germany, Greece, Iceland, Ireland, Italy, Luxembourg, Malta, Netherlands, Norway, Sweden, Switzerland, Turkey, United Kingdom) take stronger action to reduce the health hazards of these products. Among the recommendations adopted at the Council's annual meeting at Strasbourg, France, in September 1973 were the following:

1. Study the social and psychological causes of excessive drinking and smoking in order to improve prevention and facilitate early detection of disease;
2. Provide a greater range of socio-medical services for the treatment of smokers and alcoholics who wish to put an end to their addiction, and to subsidize organizations active in the field;
3. Prohibit the advertising, particularly in the press, on radio, on television and in theaters of alcohol and tobacco;

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4. Encourage teachers to attend regular information courses on drinking and smoking, and on psychological ways of reducing the consumption of tobacco and alcohol by young people, and to inform their pupils on the risks of alcohol and tobacco consumption;
5. Forbid the use of tobacco in enclosed public places, in particular on all forms of public transport, unless nonsmokers' compartments are provided;
6. Promote research into ways of manufacturing less harmful cigarettes;
7. Increase duties on particularly harmful products containing tobacco and alcohol;
8. Make it obligatory that cigarette packets carry a health warning and information on tar and nicotine content;
9. Prohibit the manufacture and sale of cigarettes containing more than 1 mg. of nicotine or 15 mgs. of tar, and encourage manufacturers to eliminate tar completely;
10. Publish regularly a list of the various brands of cigarettes on sale in individual countries with an analysis of their harmful factors.

TOBACCO AND THE ECONOMY: Despite the heightened worldwide activity to reduce the hazards of cigarette smoking, a number of countries, mostly in developing areas, have taken little or no action on the smoking problem because (1) tobacco is held to be essential for the economy, and (2) other health problems are considered more pressing than cigarette smoking. Some countries, in fact, are reported to be encouraging tobacco production and consumption as a source of much needed revenue.

SOURCE MATERIAL: Much of the material in the following pages was gathered with the kind cooperation of the U.S. State Department and its diplomatic posts overseas. Other sources of information were publications of the Food and Agriculture Organization of the United Nations, the Foreign Agricultural Service of the U.S. Department of Agriculture, various press and trade paper reports, and Clearinghouse correspondence with health officials in many countries.

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AFGHANISTAN

Cigarette advertising was banned from all media in December 1971, but no plans have been made for an anti-smoking educational program.

ARGENTINA

**ADVERTISING:** In February 1970 a decree was promulgated which prohibited cigarette advertising on radio, television and in movie theaters. The decree was valid for only one year and was not renewed. There have been no other legislation or regulations pertaining to the control or reduction of cigarette smoking for reasons of health, nor does it appear that any are imminent.

**ATTITUDE:** In the view of one Buenos Aires-based observer, "There is very little consciousness of the cigarette problem." Among the reasons given for this attitude are a) the general lack of concern for safety, whether it be in traffic accidents, industry or elsewhere; b) the high degree of individuality of the society which militates against controls on personal habits; and c) the feeling that there are so many other problems of higher priority, including many in the health field.

**EDUCATION:** The Health Education Department of the Sub-Secretariat of Public Health conducts anti-smoking campaigns. A pamphlet, "Facts About the Smoking Habit," is distributed to government health officials at the national, provincial and municipal levels, and on a limited scale to the general public. Another, and more technical pamphlet, "Cigarettes and Mortality of the Smoker," as well as other technical papers on the subject, is provided to teachers and appropriate professionals.

**RESTRICTIONS:** Smoking is prohibited on buses and subways. In commuter trains in the Buenos Aires area, one or two cars out of a total of six are reserved for nonsmokers.

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## AUSTRALIA

**ADVERTISING:** The Government has approved the phasing out of all cigarette and tobacco advertising by 1975. The first stage of the phasing out was scheduled to begin in August 1973. The ban is expected to cost the broadcast industry about \$12,500,000 in lost revenue, or about 35 percent of its total, according to Advertising Age.

**HEALTH WARNINGS:** All cigarette commercials on radio and television are required to carry the tag line: "Medical authorities warn that smoking is a health hazard." Health warnings on cigarette packages are required in the Australian Capital Territory and the Northern Territory under Commonwealth law, and in Western Australia and Victoria by State law. Other States have deferred enforcing the warnings on cigarette packages to allow tobacco manufacturers to phase out large stocks of unlabeled packages.

**TAR AND NICOTINE:** A general lowering of the tar content in all Australian cigarette brands in the past four years was reported in spring 1973 by the Anti-Cancer Council of Victoria. In a "tar table" issued by the Council 53 cigarette brands are listed which range in tar content from 6 to 21 mgs. of tar and from 0.3 to 1.3 mgs. of nicotine. One low-tar brand (Hallmark), which delivers 7 mgs. of tar, has about four percent of the cigarette market in Melbourne, a city of two million people, and is thus in the top ten selling cigarette brands. This brand has negligible sales in every other capital city except Brisbane where it has two and one-half percent of the market. Only in Brisbane and Melbourne have there been significant low-tar smoking campaigns. The Council's tar table suggests that smokers keep the "tar diet" to less than 100-150 mgs. per day, warning that the tar yield of cigarettes is related to the risk of lung cancer.

**TAXATION:** The Australian Cancer Society recommended that the Government increase cigarette excise taxes 30-50 percent for the purpose of increasing the Government's excise income and increasing anti-smoking pressure in the community. The 1973 budget recommended a 20 percent increase in excise.

**EDUCATION:** An intensive national anti-smoking educational campaign begun in September 1972 calls for television, newspaper

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and magazine advertising, the distribution of a pamphlet for school children, a fact booklet for the general public, public opinion sampling and evaluation studies of the campaign material. The first stage will continue for three years. The Commonwealth government will spend up to \$596,700 on the program to be conducted with the support of the six State governments. All the States have their own separate campaigns and most of the field work and work in schools is done through State organizations.

**RESTRICTIONS:** There are no formal restrictions except those made by the Health Department in cinemas. A number of hospitals have banned smoking completely.

#### AUSTRIA

**ADVERTISING:** The Government controlled tobacco monopoly, Austria Tabakwerke A.G. (ATAG), discontinued television and radio advertising of tobacco products on July 1, 1973. ATAG also decided to curtail or de-emphasize certain other of its promotional activities.

**TAR AND NICOTINE:** In a continuing effort begun 12 years ago to reduce tar and nicotine levels in cigarettes, ATAG has now produced several low tar-nicotine brands which together account for a major share of the total cigarette consumption in Austria. One of the fastest-selling brands in this category is the filter-tipped Falk, containing 12.2 mgs. of tar and .48 mgs. of nicotine. At the other extreme is another Austrian brand which contains 36.3 mgs. of tar and 1.6 mgs. of nicotine, according to the Society for Consumer Information, which periodically tests cigarettes for tar and nicotine content. ATAG, in response to an initiative undertaken by the Ministry of Health and Environmental Protection, has agreed to list tar and nicotine content as well as a health warning on cigarette packages.

**SMOKING HABITS:** Of a total population of about 7 million people, there are 1.4 million cigarette smokers, 34,400 cigar smokers and an estimated 50,000 pipe smokers, according to a recent survey published by the central statistical bureau

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in Vienna. About 90 percent of cigarette smokers said they inhaled, and 87 percent said they considered an after meal cigarette a "must."

**EDUCATION:** The Ministry of Social Administration and other Government agencies concerned in health education continue anti-smoking programs, but in "low key." At intervals privately funded anti-smoking campaigns are carried out by the Austrian Cancer Society, the Austrian Youth Red Cross and Austrian Chamber of Physicians.

**RESTRICTIONS:** Smoking is prohibited in streetcars, buses, and in railway trains except in smoking compartments. A spokesman for the Health Ministry said legislation was planned to prohibit smoking in places of work.

#### BAHRAIN

Cigarette advertising appears in print media and on the air. Although articles on the hazards of smoking are frequently carried in local newspapers, there is no official anti-smoking campaign.

#### BANGLADESH

No action has been taken to reduce the health hazards of cigarette smoking. On the contrary, the Government is encouraging an increase in tobacco production. Half the smoking population use hookahs, water pipes.

#### BARBADOS

The Ministry of Health and Welfare reports that from time to time consideration has been given to introducing legislation and educational programs intended to reduce the hazards of cigarette smoking but no definite action has been taken to date.

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BELGIUM

**ADVERTISING:** No advertising of any kind is permitted on radio and television. Effective January 1, 1973, the size and frequency of cigarette advertising in print media and on billboards was to be reduced under an agreement between the Public Health Ministry and the Federation of Tobacco Industries.

**HEALTH WARNING:** The tobacco industry prints and distributes notices for display in tobacco shops stating: "Excessive smoking can impair your health. Ministry of Public Health." Health Ministry inspectors check to be sure the notices are in fact on view. The Health Minister warned that failure to post notices would lead to legal enforcement.

**EDUCATION:** The Health Ministry has requested both the Ministry of Education and the Ministry of Defense to mount educational programs in Belgian schools and in the armed forces to warn against smoking. It has also proposed to the Finance Ministry that duties be raised on tobacco products to discourage smoking and has promised to submit legislation to Parliament which would tighten controls on the manufacture of tobacco products and limit advertising.

**RESTRICTIONS:** Smoking is prohibited by law in a number of public places, including hospitals, theaters, movies, buses, streetcars. Smoking is prohibited in schools below university level, and may be restricted on railway trains as a result of a Health Ministry request for fewer "smoker" cars.

BOLIVIA

No official steps have been taken to discourage the use of tobacco products. A private citizens group in La Paz, the "Ladies Bloc for the Promotion of Morality" conducts educational programs against tobacco, alcohol, drugs and pornography.

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BRAZIL

**ADVERTISING:** A draft bill to reduce cigarette advertising on television and radio was submitted to the Brazilian Congress.

**EDUCATION:** Anti-smoking educational campaigns are conducted from time to time by the National Cancer Service of the Ministry of Health. Publicity on the health hazards appears to be growing; more of it is seen in newspaper articles as well as in reports of public health lectures.

BULGARIA

**ADVERTISING:** Bulgaria, the world's largest cigarette exporter, permits cigarette advertising in all media. The Bulgarian Tobacco Monopoly (Bulgartabac) puts the country's share in the world's cigarette exports at about 30 percent. Bulgarian cigarettes are being sold to 26 countries, notably the Soviet Union and other East Bloc countries, according to Tobacco Reporter.

**EDUCATION:** The Bulgarian National Temperance Committee conducts nationwide programs to inform the public, particularly young people, on the health hazards of alcohol and cigarette smoking.

**RESTRICTIONS:** Regulations to protect the rights of the nonsmoker prohibit smoking in offices and work places. Smoking is prohibited in any work place where there are one or more employees who do not smoke. The prohibition can be waived, however, with the written consent of nonsmokers except where pregnant women or nursing mothers are on the job, in which case the prohibition is absolute.

BURMA

**ADVERTISING:** The Burma Broadcasting Service carries no cigarette advertising, and very little, if any, appears in print or on billboards.

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**EDUCATION:** There is no state-supported anti-smoking program. At some schools, individual teachers or principals informally instruct students about the hazards of smoking. Occasionally the BBS allots time for anti-smoking speakers.

**RESTRICTIONS:** Smoking in buses and cinemas is prohibited.

A recent survey suggests that the incidence of tobacco smoking in Burma is probably higher than the world average. Tobacco is an important crop, and cheroot, cigar and cigarette production provide employment for several thousand people. Cigarette manufacturing has been nationalized and is a government monopoly. A new cigarette plant is under construction, the first in about a decade. There are virtually no imports of tobacco or cigarettes.

#### CAMEROON

Cigarette smoking has low priority among public health programs. While tobacco consumption is estimated at about 160 grams annually per capita, compared to 3000-4000 grams in some developed countries, local cigarette production is working at full capacity to keep up with steadily increasing demand. Advertising for tobacco products is widespread.

#### CANADA

**ADVERTISING:** Cigarette advertising was banned on television and radio in January 1972 by a voluntary action of the tobacco industry. A bill introduced in the Commons in 1973 proposed the termination of all remaining advertising of tobacco and cigarettes by 1976.

**TAR AND NICOTINE:** The Department of Health and Welfare issued a report on the tar and nicotine content of 78 brands of cigarettes. Health Minister Marc Lalonde called on cigarette manufacturers to give tar and nicotine figures on cigarette packages, cartons and vending machines.

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**HEALTH WARNING:** For the first time anywhere in Canada the Provincial Government of British Columbia enacted legislation early in 1973 requiring that cigarette packages and cigarette advertisements carry a warning statement to the effect that cigarette smoking is harmful to one's health. The action was somewhat anti-climactic, however, since Canadian tobacco manufacturers voluntarily started to display nationwide such a warning on cigarette packages in April 1972 and extended the practice this year to cigarette advertisements and vending machines. The warning states: "The Department of National Health and Welfare advises that danger to health increases with amount smoked."

**SMOKING HABITS:** A steady increase in the percentage of nonsmokers, mainly due to the stopping smoking by adult males and to a lesser extent adult females, was reported in September 1973 by Health Minister Lalonde. The increase in the proportion of Canadians who do not smoke was achieved despite a sharp increase in smoking by teenage girls. There was a leveling off of smoking among teenage boys. Only two out of five Canadians are habitual cigarette smokers. Because population growth is outstripping the growth in numbers of smokers, there are an estimated 460,000 fewer regular cigarette smokers in the population than there would have been if 1965 rates had continued.

**LESS HAZARDOUS CIGARETTE:** Two Federal Departments, Agriculture and Health and Welfare, embarked in 1973 on a joint research program aimed at developing tobacco varieties and cultural, curing and other processing techniques that might contribute toward the production of less hazardous cigarettes. New laboratories were constructed for this purpose at the Tobacco Research Station in Delhi, Ontario.

**EDUCATION:** The Department of Health and Welfare in 1973 strengthened its on-going education program by adding to its Smoking and Health Division positions for two field liaison officers, one each for eastern and western Canada. This move is intended to bring about closer cooperation and greater exchange of information between the division, Provincial education authorities and voluntary organizations. One result has been the creation of a number of local inter-agency committees which are dedicated primarily to educating teenagers and younger children about the dangers of cigarette smoking.

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In another administrative action, the Department in April 1972 incorporated its Use of Tobacco program in the Non-Medical Use of Drugs Directorate so that smoking "can be dealt with in perspective with other habit forming or addictive substances." Director of the Use of Tobacco Unit is H. N. Colburn, M.D.

A "Nonsmokers' Day" was started several years ago by the Nonsmokers Association of Canada, with headquarters in Vancouver, to bring public attention to the hazards of smoking and the need for smokers to be more considerate of nonsmokers. The Health Minister asked Canadians to join him in supporting the action of British Columbia which once again proclaimed May 31 as Nonsmokers' Day.

**NONSMOKER RIGHTS:** A bill introduced in Parliament in August 1973 calls for separate seating for nonsmokers in railways, planes and buses under federal jurisdiction "since there is medical evidence to the effect that secondary smoke inhalation not only causes distress to the nonsmoker but could jeopardize his health, particularly if he suffers from a respiratory ailment."

#### CHILE

There is no legislation, educational campaign, research, or institutional effort to reduce cigarette smoking in Chile. There is no curtailment of cigarette smoking in public places for health reasons.

Sporadic articles written on the subject and a few television shows seem to be based on information from outside sources rather than from local research.

#### CHINA (PEOPLE'S REPUBLIC OF)

The Chinese are among the heaviest smokers in the world, according to Agence France-Presse. In a dispatch from Peking in fall 1973, Rene Flipo wrote that no statistics are available on the numbers of smokers in China

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or the amount of tobacco consumed, but from what he has observed, smoking remains an ingrained national habit. He said the smallest grocery shops in the capital or other urban centers offer as many as 50 different brands of cigarettes.

"All the makes of cigarettes contain Virginia tobacco," Mr. Flipo reported, "except for several manufactured from medicinal plants, and their prices vary from about 10 to 50 cents. It is held that Chinese cigarettes have an extremely low nicotine and tar content. In the streets of Peking one can see men, women and even children smoking. They puff on cigarettes as they wait for buses, line up in front of shops or simply squat in Oriental fashion on the pavement. Cigars are rarely seen, and Western-style pipes almost never."

The U.S. Department of Agriculture reported in summer 1973 that China is now the world's second largest producer of tobacco, exceeded only by the United States. The Chinese purchase of quality flue-cured Virginia tobacco from the United States is said to reflect that nation's efforts to expand its cigarette exports, rather than a desire to improve the domestic tobacco products.

#### CHINA ( REPUBLIC OF)

In February 1973 the constitutional research committee of the National Assembly recommended to the Taiwan Tobacco and Wine Monopoly Bureau that health warnings be printed on cigarette packages. No decision has been made.

It was also suggested, according to Advertising Age, that another caution should be printed on cigarette packages to read, "Do not litter with cigarette butts." The Taipei City Government's Sanitary Department reports that cigarette butts are the leading rubbish on Taipei streets.

The National Health Administration in Taiwan, in an attempt to set an example, has encouraged public health personnel not to smoke in public, and prohibited smoking in Health Administration conference rooms. Some anti-smoking activities have been conducted by voluntary health agencies.

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### COLOMBIA

**ADVERTISING:** Legislation to prohibit radio and television tobacco advertising was introduced in the 1972 session of Congress and was narrowly defeated. A similar, though less stringent, bill was to be submitted in the 1973 session.

**TAR AND NICOTINE:** The tobacco monopoly, which processes and sells most of the tobacco in Colombia, has made no effort to lower the tar and nicotine content of cigarettes.

**EDUCATION:** Most active in this area is the National Institute of Cancer. The Institute has published a book on the clinical effects of smoking and distributed it to all the nation's physicians, and completed a survey of smoking behavior among 2,000 high school and university students. The survey information will be used to help launch an anti-smoking campaign, with the cooperation of the Ministries of Health and Education.

**RESTRICTIONS:** Smoking is nominally prohibited in buses and theaters, primarily for fire safety reasons.

### COSTA RICA

**WARNING:** Cigarette packages must carry the warning: "Smoking can be dangerous to your health." A bill before Congress would require a similar warning for cigarette ads on radio and television and in print media.

### CYPRUS

The Department of Health has advised local cigarette manufacturers to produce low tar and nicotine cigarettes. Private health organizations periodically mount publicity campaigns on the hazards of smoking, but to little effect. Smoking is prohibited in cinemas, libraries, and other public buildings.

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DAHOMEY

The Ministry of Public Health and the Ministry of Education warn citizens about the possible dangers of smoking. As part of the recent general emphasis on preventive medicine, lectures on the dangers of tobacco smoking are incorporated into the regular operations of the Ministry of Public Health. Hospitals, rural development health teams, and maternal care centers all include such lectures in regular instruction programs. Recently, the national radio station devoted a 45-minute broadcast to a lecture on smoking given by a local doctor.

There are no laws regulating smoking for health purposes. "No Smoking" signs in cinemas, public conveyances, places of business, etc., are at the discretion of proprietors. No limitations exist on cigarette promotion in the local media.

DENMARK

**ADVERTISING:** There is no tobacco advertising or any other commercial advertising on Danish State radio and television. In June 1972 cigarette advertising was banned in cinemas, railway stations, airports, etc.

The Nordic Council, a group established to consider health, economic and social questions of mutual concern to Norway, Denmark, Sweden and Finland, recommended that governments of these countries ban all tobacco advertising and mount full-scale educational programs against smoking.

**EDUCATION:** The Ministry of Interior is responsible for anti-smoking programs; also involved in anti-smoking educational campaigns are the National Society for Prevention of Cancer and a smaller organization, the Society for Prevention of Tobacco Illnesses.

**CONSUMPTION:** Average cigarette consumption in 1970 for persons 15 years old and over was 1,700 pieces, compared with an average of 2,380 for all nine European Community Countries and 3,880 for the United States, according to the U.S. Department of Agriculture. Cigar consumption, on the other hand, averaged 277, far above the European Community average of 50 and the United States average of 59.

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**NONSMOKERS:** For many years separate seating has been provided for nonsmokers in public conveyances.

ECUADOR

A Presidential decree of August 1973 imposes new regulations to limit and control the advertising of alcoholic beverages and cigarettes. The regulations which are scheduled to become effective January 1974 include the following:

**ADVERTISING:** Television commercials for cigarettes and alcoholic beverages are barred before 7:30 p.m. with the exception of broadcasts via Satellite. Cigarette advertising in the print media must contain a statement of tar and nicotine content. Advertising of cigarettes and alcoholic beverages is barred on posters and in public transportation.

**TAR AND NICOTINE:** Cigarette manufacturers must submit to the Directorate General of Health on a quarterly basis, the tar and nicotine content of their brands.

**HEALTH WARNING:** All packages, cartons and boxes containing cigarettes must carry the label; "Warning: Cigarette smoking is dangerous to your health. -- Ministry of Public Health of Ecuador."

FINLAND

**ADVERTISING:** The State-controlled television networks banned cigarette advertising in January 1971, following an agreement between the Association of Tobacco Producers, the Ministry of Trade and Commerce and the networks. Cigarette advertising was never carried on radio.

The Nordic Council in February 1972 recommended that its members -- Finland, Denmark, Norway and Sweden -- eliminate all tobacco advertising, list the tar and nicotine content of cigarettes, and develop a full-scale educational program against smoking, especially for young people.

**LEGISLATION:** A new tobacco advisory committee was formed at the direction of the Finnish Government to draft legislation based on the Nordic Council's recommendations. The committee report, delivered to the Government in early 1973, is in essence a draft law which would strictly regulate the sale and advertising of cigarettes and prohibit smoking in many public places. The committee failed to reach agreement on the

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question of whether advertising should be banned outright or merely restricted, but did suggest that advertising be permitted of brands with low tar and nicotine content. In sections dealing with the protection of nonsmokers' rights, the committee recommended the prohibition of smoking "in factories, workshops, offices and bureaus and similar facilities, when anyone working there demands it." Restaurants would also be required to provide adequate ventilation so that "nonsmokers do not suffer any essential inconvenience from tobacco smoke."

**EDUCATION:** Anti-smoking campaigns are carried out entirely by private organizations such as the Finnish Cancer Foundation. In line with the Nordic Council recommendation, the tobacco advisory group is considering the proposal of a publicly financed campaign aimed primarily at youth.

#### FRANCE

**ADVERTISING:** Advertising of all tobacco products (as well as alcoholic beverages) is prohibited on state-operated radio and television networks. However, the French tobacco monopoly (SEITA) which controls the distribution and sale of cigarettes, advertises some of its products over Radio-Television Luxembourg and Radio Europe No. 1, private networks which have large audiences in France.

**EDUCATION:** The Comité National pour la Prévention du Tabagisme -- a private, non-profit organization, conducts a modest anti-smoking program, mainly with posters. There are also two private anti-smoking information centers in Paris -- Centres Propagande Anti-tabac.

Although government radio and television frequently carry spot announcements warning against excessive use of alcoholic beverages, sponsored by private groups and paid for at reduced rates, no such announcements are carried on the hazards of smoking.

**RESTRICTIONS:** Government regulations prohibit smoking in theaters, hospitals, and designated railway cars.

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GERMANY (THE FEDERAL REPUBLIC OF)

**ADVERTISING:** Television advertising for tobacco products was discontinued effective January 1973 on the basis of an agreement with the cigarette industry. Funds that were expended for cigarette television commercials will now be used to increase cigarette advertising in newspapers and magazines, according to industry spokesmen.

**EDUCATION:** Anti-smoking educational campaigns are the responsibility of the Federal Center for Health Education in Cologne and are directed mainly toward young people. One reason for this emphasis: Every second school child in West Germany smokes either occasionally or regularly, according to a recent study by the Heidelberg Institute for Social and Working Medicine. The Federal Chamber of Medical Practitioners is cooperating in a new campaign to combat increasing cigarette consumption by women.

Campaigns to protect the rights of nonsmokers are also under way. The theme of a current program is "The new trend -- no smoking please." A similar campaign is being adopted by the German army. A two-year campaign beginning in 1974 under the slogan, "Show regard -- do not smoke," will focus on schools, colleges, hospitals, restaurants, youth hostels and other public places.

**RESTRICTIONS:** Upon the suggestion of the Federal Health Ministry, the German Postal Services have prohibited smoking for their officials in post offices during service hours. Customers are also asked to refrain from smoking.

The recent medical Congress on Smoking and Health at Munich approved a motion calling on the government to incorporate into a pending anti-pollution law a clause forbidding smoking in places of work. A number of citizens' groups have been formed to curb smoking in public places.

The problem of protecting nonsmokers in public transport is receiving increased attention. The Federal Railways carry smoker and nonsmoker compartments. Smoking is prohibited in buses, streetcars, and the new Munich subways. Lufthansa has established nonsmoking compartments and discontinued the distribution of free cigarettes in snack packages. The Federal Health Ministry is considering the possibility of introducing nonsmoker rooms at restaurants, cafeterias, etc.

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GHANA

There is no legislation to control or reduce cigarette advertising or promotion. Ghana's tobacco production is rising and this trend is encouraged to obtain needed foreign exchange from export sales.

The Government has no formal program to inform school children or the general public of the hazards of smoking. Occasionally, individual teachers urge children not to smoke and articles appear in the press on the hazards of smoking.

GREECE

No legislative action has been taken to reduce cigarette smoking for reasons of health or to limit cigarette advertising. Cigarette consumption has doubled over the past several years; the rate of increase was 2.8 percent from 1970 to 1971, and 5.5 percent from 1971 to 1972. Filter cigarette consumption also increased sharply. Filter brands accounted for more than 75 percent of the total market in 1972 as compared to only 5.5 percent in 1963.

The Ministry of Transport, Marine and Communications, in February 1973, ordered bus and cab drivers to give up smoking on the job or lose their licenses for two months. Pointing out that "cigarette smoking is extremely unpleasant for passengers and is a driving hazard," the Ministry warned that police will "rigorously enforce the measure." In his dispatch to the New York Daily News on this action, Peter Jonas added, "Nonsmoking passengers had complained to the Ministry that they were forced to put up with drivers' chain-smoking in direct defiance of the no-smoking sign prominently displayed inside all buses and that taxis often reeked of stale cigarette smoke."

GUATEMALA

There are no official regulations to limit the sale or advertising of tobacco products. In television, however, it is customary not to carry commercial advertising until after 7:00 p.m., and not to feature any one under 25 years old. The only anti-smoking education is that provided by the Guatemalan Cancer Society.

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GUINEA

No measures have been taken to reduce the health hazards of cigarette smoking. The Government operates a cigarette and match factory.

ICELAND

**ADVERTISING:** Tobacco products have never been advertised on State-owned and operated radio and television systems. Tobacco advertising was banned in all other media in January 1972. The State Alcohol and Tobacco Monopoly is permitted, however, to advertise the prices of tobacco products.

**WARNING:** For nearly two years (January 1970 to December 1971), cigarette packages were required to carry the warning: "Caution: Cigarette smoking may cause cancer and heart disease." The labeling was discontinued when the act outlawing all cigarette advertising went into effect.

**EDUCATION:** Anti-smoking materials have been distributed to primary and secondary schools throughout the country. This educational program is financed from tobacco taxes.

INDIA

Tobacco is an important cash crop in India, and cigarette production and consumption are increasing. Nine cigarette manufacturers are operating 13 different factories and turning out 130 brands of cigarettes, according to a Tobacco Reporter article. "Early in this decade," the article says, "per capita consumption was put at 120 cigarettes, ranking India among the lowest in the world. Sales on the domestic market are estimated to have increased to 64.5 billion pieces in 1971 from less than 40 billion pieces a decade back. The value of the 1971 sales has been put at more than \$400 million."

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IRAN

No anti-smoking legislation or programs are reported. Cigarette sales, estimated at more than \$200,000 a day, constitute an important source of the nation's revenue.

IRAQ

ADVERTISING: There is no cigarette advertising on television.

EDUCATION: A pamphlet on the dangers of smoking prepared by the Ministry of Health was distributed in boys' high schools.

SURVEY: A survey to determine the number of smokers in Iraq was launched in fall 1973, the Iraqi News Agency reported. The study, sponsored by the Iraqi Directorate for Combating Tuberculosis, hopes to learn the percentage of smokers among teachers, lawyers, journalists, workers and peasants.

IRELAND

ADVERTISING: The Government-controlled Irish Television Authority banned all cigarette advertising in April 1971. There is still advertising in radio and in other media, covered by a code drawn up by the Association of Advertisers in Ireland. The code bars ads emphasizing the pleasure of smoking, featuring conventional heroes of the young, and any implication that it is less harmful to smoke one brand than another. The code also bars advertising in school and college media and in comics.

HEALTH WARNING: Cigarette packs are required to carry the notice: "Government Warning. Smoking Can Damage Your Health."

EDUCATION: The National Film Institute of Ireland, in cooperation with the Departments of Health and Education, has a continuing program of film shows in schools throughout the country. The Department of Health has circulated to all schools an illustrated leaflet, "Starting to Smoke," and produced television

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ads featuring nationally known nonsmoking sports figures. The Department plans a further step in its anti-smoking program, linking it with the dangers of alcohol consumption. State funds support these programs.

**RESTRICTIONS:** Smoking is not allowed in the lower compartments of double deck buses. Trains have nonsmoking cars.

#### ISRAEL

**ADVERTISING:** A bill submitted to Parliament in June 1973 to prohibit cigarette advertising in the media (radio, television, press) passed the first reading. An amended version to be submitted for a second reading calls for an advertising ban on radio and television and restricted advertising in the press and on billboards. The proposed legislation may also include measures to lower the tar and nicotine content of cigarettes.

**EDUCATION:** All media are used in a nationwide anti-smoking campaign conducted by the Ministry of Health in cooperation with the Israel Anti-Cancer Association and Israel Society for the Prevention of Smoking. New educational programs include: a series of Cancer Society seminars to instruct school doctors, nurses and educators on how to present the case against smoking to grade and high school students; a campaign directed to pregnant women who smoke, reminding them, "Your smoking damages two lives," and an anti-smoking campaign for the army "where thousands of young men and women have acquired the habit." Cigarettes are sold at reduced prices at army bases.

**CONSUMPTION:** Cigarette sales reflect an increasing trend toward cigarettes made with Virginia tobaccos. Previously, the popular brands were made of oriental tobaccos. Dubek, Ltd., the country's only cigarette manufacturing firm, imports about 800 tons of oriental and 4,000 tons of Virginia-type tobaccos annually. The number of smokers has decreased from 42 percent in 1970 to 36 percent in 1972. Half of all Israeli doctors who smoked have stopped in the last five years.

**SYNTHETIC TOBACCO:** A new cigarette brand made of synthetic tobacco was to be marketed in late 1973 by Dubek.

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**RESTRICTIONS:** Smoking is prohibited in cinemas, buses, public halls and other public places.

ITALY

**ADVERTISING:** All advertising of tobacco products is prohibited by a law enacted in April 1962. A recent example of the strict enforcement of the law: In summer 1973 police confiscated a quantity of T-shirts printed with blown-up ads for Marlboros, Camels, Citanes and other brands.

**CONSUMPTION:** Cigarette sales increased from 68.6 billion pieces in 1969 to 78.3 billion in 1970. The Tobacco Monopoly is producing more blended-type cigarettes which use a high proportion of U.S. tobacco in deference to changing tastes of Italian smokers. A brand introduced in 1970 called "MS," with a high content of U.S. tobacco, is now a best seller among Monopoly-produced brands. Filter tipped consumption has increased from 1 percent of the total in 1956 to 72 percent in 1972.

"One factor which strongly affects the proportion of U.S. leaf," reports the U.S. Department of Agriculture, "is the battle over nicotine content of cigarettes. Italian tobacco is extremely low in nicotine, about 1.0-1.5 percent for burley and 0.5 percent for flue, and some smokers prefer this type of tobacco. However, there seems to be a definite tendency of other smokers to prefer more full-bodied cigarettes made from higher nicotine, more flavorful U.S. tobacco. The future of U.S. tobacco in the Italian and other markets will be largely decided by the outcome of this struggle between flavorful, high-nicotine cigarettes and less flavorful, low-nicotine cigarettes."

**RESTRICTIONS:** The Commission of Hygiene and Public Health has approved proposed legislation to prohibit smoking in hospitals, schools, theaters, cinemas, subways and other public places, but Parliament has taken no action on it.

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JAMAICA

The Ministry of Health and Environmental Control has held discussions with two leading Jamaican cigarette manufacturers -- Machado and Carreras -- to request that they voluntarily deemphasize their advertisements in the print media and on the air, rather than through legislation. The government action was stimulated by a resolution of the Kingston municipal government in fall 1972 requesting government legislation to control cigarette smoking because of its health hazards.

JAPAN

**ADVERTISING:** The manufacture and sale of cigarettes and other tobacco products is under the exclusive control of the Japan Monopoly Corporation, a quasi-governmental agency under the supervision of the Ministry of Finance. There are no restrictions imposed on the Corporation's advertising. Since November 1969, however, the Corporation has voluntarily given up cigarette advertising on radio, television, and billboards, and in newspapers and magazines except for the market introduction of new brands of cigarettes. It has also prohibited advertising in publications catering to minors and women.

**HEALTH WARNING:** All cigarette packages manufactured since August 1972 carry a health warning which translates, "For the sake of health, let's be careful about excessive smoking." Imported cigarettes are required to carry the same warning.

**TAR AND NICOTINE:** Since April 1967, the Monopoly Corporation has published annually the results of tests for the tar and nicotine content of domestic cigarettes. When the results of the 1972 tests are compared with those for 1971, four brands show a decrease in tar content and 18 brands remain the same. As for nicotine, eight brands reveal a decrease and 14 brands remain the same. On the average, the amount of nicotine decreased by 0.16 mgs. and that of tar 1 mg. per cigarette. The decrease in nicotine and tar content is due to improvements in the methods of cultivating leaf tobacco and to special treatment of cigarettes in the manufacturing process.

**EDUCATION:** In February 1964, the Director of the Public Health Bureau of the Ministry of Health and Welfare published information about

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the health hazards related to excessive smoking. This action was taken under the influence of the 1964 U.S. Surgeon General's Report. Education on the health effects of cigarette smoking is carried on in junior high schools. Articles indicating the health hazards caused by cigarette smoking appear now and then in newspapers and magazines.

**RESTRICTIONS:** Smoking is prohibited in public buses, subways, theaters, and cinemas. A law enacted by the Diet in 1900 prohibits cigarette smoking by minors. It has three major provisions: 1) minors (those under 20 years of age) are prohibited either from smoking or possessing any kind of smoking apparatus, 2) parents or guardians are liable to fine if they fail to stop their children from smoking, and 3) anyone selling cigarettes or smoking apparatus to minors is liable to fine.

**CONSUMPTION:** According to the Monopoly Corporation's annual nationwide survey, which covered 15,000 adults in July 1972, 77.6 percent of the male population smokes, as compared with 15.5 percent of the women. In 1972, the average number of cigarettes smoked per day was 21.9 for men and 14.3 for women. The former represents an increase over the previous year of 0.57 cigarettes per day and the latter a decrease of 0.25 cigarettes. Men in their thirties were found to be the heaviest smokers, with an average consumption of 23.0 cigarettes per day, up some 0.6 cigarettes per day over the previous year. Cigarette consumption in 1972 totaled 253 billion cigarettes, an increase of 7.3 percent over 1971. The Monopoly Corporation estimated that 30 percent of the country's smokers (more than 9.8 million men and women) had given up smoking.

**INDUSTRY VIEW:** In October 1972, consumer representatives and Monopoly Corporation officials met for the first time to discuss cigarette pack design, the naming of new brands, the taste and quality of cigarettes, health warning labels, etc. On the health warning, the Corporation officials reiterated their stand: "While epidemiologically there are statistics indicating that the incidence of lung cancer is high among heavy smokers, no causal relationship has yet been established pathologically. However, consumers might do well to keep in mind the fact that tobacco is as bad as alcohol or coffee when consumed excessively."

**RESEARCH:** Research aimed at developing a "safer cigarette" is being conducted by the Monopoly Corporation's research facilities.

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The main projects include the development of new products low in tar and nicotine content and the development of synthetic tobacco. Medical and biomedical research is supported by the grant-in-aid program of the Corporation's Information Office for Smoking and Health. The Corporation allocated \$226,415 for this program in fiscal 1972. The budget for fiscal year 1973 is \$265,000.

JORDAN

No anti-smoking legislation or programs are reported. A prosperous cigarette industry is considered important to the nation's economy.

KOREA

**ADVERTISING:** There is no cigarette advertising in the print or broadcast media, nor is it considered necessary.

**EDUCATION:** Although research institutes and doctors have written extensively on the health hazards of cigarette smoking, there are no public education programs.

**PRODUCTION:** The production and sale of cigarettes are the responsibility of the Office of Monopoly, a revenue-raising agency under the jurisdiction of the Ministry of Finance. This office has one technical laboratory, seven tobacco and cigarette manufacturing plants, one printing shop and 17 drying plants.

Korea produced about 100,000 tons of tobacco leaf in 1972, or over 100 percent of its production target set for the year, and 52 billion cigarettes. The output in 1973 is expected to reach 60 billion cigarettes. Tobacco products account for more than 96 percent of all Monopoly profits. In view of the substantial contribution of cigarette sales to Government revenues, no strong anti-smoking programs are considered likely in the immediate future.

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**CONSUMPTION:** The cigarette smoking population is estimated at more than 9 million, or about 30 percent of the population of 30 million. A recent survey by Dongkuk University showed that 84 percent of male students and 10.4 percent of female students smoked cigarettes.

**RESTRICTIONS:** The Juvenile Protection Law prohibits sales of cigarettes to children. School children may be expelled from school for smoking and teenagers caught smoking in public are warned by police.

#### KUWAIT

No anti-smoking legislation or programs are reported. On the contrary, the low 4 percent ad valorem duty and the absence of excise taxes on imported cigarettes may be said to encourage cigarette smoking. Top brand cigarettes may be purchased at prices as low as \$2.00 per carton.

#### LAOS

No measures have been taken to implement WHO recommendations to reduce the use of tobacco. The hazards of smoking are, however, included in the advanced curriculum for nursing and health educators.

#### LIBERIA

The volume of cigarette advertising has increased during the past year as a result of the stiffer competition from imported cigarettes. Local cigarette factory owners have been encouraged by Government officials to assist Liberian farmers in producing improved tobacco crops. There is no Government-sponsored anti-smoking program.

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#### LIBYA

Libya's only completely Libyan-managed and operated industry is the General Tobacco Corporation's cigarette factory. This operation is a major source of pride to the Libyan Government. There is no indication that this fledgling industry will be endangered by any action to discourage or eliminate smoking in the foreseeable future. There are virtually no restrictions on smoking in public places.

#### MALAWI

No anti-smoking legislation or programs are reported. The Seventh Day Adventist Mission occasionally holds anti-smoking campaigns.

#### MALAYSIA

**ADVERTISING:** The Ministry of Health submitted a proposal to Cabinet Ministers for a total ban on cigarette advertising and a health warning on cigarette packages. The Ministry also consulted with the tobacco industry to urge voluntary restrictions on advertising. Neither the Government nor the industry has acted on these proposals.

**EDUCATION:** The Malaysian Medical Association is the only organized private group actively engaged in an anti-smoking campaign. They have produced posters, exhibited films, given talks to paramedical personnel and the public. In cooperation with the Health Ministry, the MMA sponsored a nationwide art competition in secondary schools on the theme, "Smoking is a Dangerous Pleasure." The Health Minister awarded prizes and opened an exhibition of the best entries.

**RESTRICTIONS:** Some local governments, namely the cities of Kuala Lumpur and Petaling Jaya, have laws prohibiting smoking in movie theaters.

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TAX: The Finance Ministry doubled the sales tax from five percent to 10 percent on cigarettes and tobacco packed for the retail trade.

MALTA

ADVERTISING: A 1970 act to control tobacco advertising empowers the Minister of Health to "make regulations to prohibit or to control any advertisement directly or indirectly connected with tobacco or tobacco smoking."

EDUCATION: Although there is no organized anti-smoking campaign, the Government makes occasional use of posters and other educational materials to reduce smoking.

MEXICO

Legislation has been drafted for Congressional action to curb cigarette advertising and to require a health warning on cigarette packages. Under the draft legislation, cigarette advertising would be prohibited from suggesting that the use of cigarettes will increase social prestige; relieve tension and fatigue; heighten sexual attractiveness; contribute to creative endeavors or enhance athletic ability.

MOROCCO

The thrust of the Government's campaign is against smoking marijuana, not tobacco. Smoking in public places, public transport, etc., is generally permitted.

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#### NETHERLANDS

**ADVERTISING:** Advertising of tobacco products is prohibited on radio and television but there are no restrictions in advertising these products in other media.

**CONSUMPTION:** Cigarette consumption, according to the U.S. Department of Agriculture Foreign Service, "is increasing rapidly and per capita consumption increased from 1,486 pieces in 1971 to 1,623 pieces in 1972, a nine percent increase. . . . The Netherlands not only has the highest rate of cigarette production in Europe but also the highest smoking tobacco consumption."

**EDUCATION:** The Netherlands Cancer Institute, which receives about \$125,000 in Government support, conducts anti-smoking programs.

**RESTRICTIONS:** Smoking is restricted in some public places where fire hazards exist.

#### NEW ZEALAND

**ADVERTISING:** Cigarette manufacturers in spring 1973 signed a three year voluntary agreement with the New Zealand Government to restrict the size of their newspaper advertising and to print a health warning on cigarette packages. Cigarette advertising on television and radio was banned in 1962.

**EDUCATION:** The Department of Health has been active in anti-smoking education since 1948. The Department's material recently included a series of 13 pamphlets on diseases associated with smoking, posters, guides for teachers, special material for physicians. Among the titles are, "How Soon Should Baby Smoke?" which deals with maternal smoking during pregnancy, and "Smoking: The Almost Communicable Disease."

**RESTRICTIONS:** Regulations banning or limiting smoking in public transport and enclosed public places are measures left to local authorities and transport operators. Smoking has already been banned

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for example on Wellington City Corporation buses. Generally, smoking is restricted in hospitals. Department of Health staff has been discouraged from smoking in meetings.

#### NICARAGUA

The Ministry of Public Health has directed the Medical Group of the Ministry's Mental Health Division to study the smoking and health problem, and to recommend an appropriate official program.

#### NORWAY

**ADVERTISING:** Parliament in February 1973 voted to adopt the new Tobacco Act which bans cigarette advertising in all media. The Tobacco Act also stipulates that tobacco products are not to be sold or given to persons under 16 years of age. The Act becomes effective January 1, 1974.

The Nordic Council had recommended that the Governments of Denmark, Finland, Norway and Sweden introduce measures for a total ban of tobacco advertising. The Council also recommended full scale educational programs on the harmful effects of smoking, particularly for young people.

**EDUCATION:** The National Council on Smoking and Health was appointed by the Government in June 1971 "to prepare, coordinate, and supervise specific programs for the control and prevention of tobacco smoking." Its educational program makes use of films, posters, pamphlets, and cooperates with the Ministry of Church and Education and the Norwegian National Association on Smoking and Health (LMT) in the dissemination of these materials. LMT issues a quarterly journal, *Tobakken Og Vi*, to keep Norwegians abreast of new developments in smoking research. Its editor, Allan Aarflot, reports recent emphasis on the health effects of passive smoking.

**RESTRICTIONS:** Smoking is restricted in theaters, concert halls, public transportation, museums, etc.

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### PAKISTAN

No action has been taken to reduce the health hazards of cigarette smoking, and there are no restrictions on smoking in public places. Cigarette sales showed a "gratifying revival of sales" following trade disruptions of the Indo-Pakistan war, according to Tobacco Reporter. Filter cigarettes account for less than seven percent of the cigarette business but is expected to expand, the trade magazine reported.

### PANAMA

**HEALTH WARNING:** A March 1970 law requires that cigarette packages for locally produced cigarettes carry a warning that smoking is hazardous to health. It also requires similar warnings in cigarette advertising.

**EDUCATION:** Anti-smoking educational campaigns are conducted for schools and the general public. The National Association Against Cancer provides films for these programs. Anti-smoking posters in the Ministry of Health, hospitals and other health centers throughout Panama state: "Excuse our not having ashtrays; we consider it unnecessary because smoking is not permitted in a service dedicated to health."

**RESTRICTIONS:** In September 1973 Santiago, fourth largest city in Panama, enacted a law banning smoking in theaters and on buses. Violations are punishable by fines ranging from \$3 to \$10. The District of Panama has a similar law.

### PARAGUAY

No anti-smoking legislation or programs are reported. Each year a missionary church organization sponsors and finances a week long seminar for the general public on the health hazards of smoking cigarettes.

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PERU

**ADVERTISING:** No cigarette advertising is permitted on radio and television until after 8 p.m.

**WARNING:** All cigarette advertising, as well as cigarette packages and wrappers, must carry the warning: "Smoking can be dangerous to your health."

**RESTRICTIONS:** Municipal regulations prohibit smoking in labor centers, movies, theaters, and public transportation.

PHILIPPINES

The Department of Health in August 1973 established a Committee on the Ill Effects of Smoking. The Committee will recommend Government action to control or reduce cigarette smoking for reasons of health.

The city of Manila passed an ordinance to ban smoking in specified places, including elevators, buses, theaters, movie houses.

POLAND

Sweeping restrictive measures against the use and promotion of tobacco products were submitted by the President of the Ministry to Government ministries, newspaper editors and broadcast industry officials. The measures recommended the prohibition of tobacco smoking at public meetings, in offices, factories, restaurants, hospitals and pharmacies, except in designated areas, and in public conveyances, except in designated areas.

Also: The Minister of Health and Social Welfare is to organize "advisory anti-smoking centers" throughout the country, institute a long-term educational program on the health hazards of smoking, join with the Polish Academy of Sciences in pursuing smoking research and arranging for an exchange of results of experimental studies with medical centers in other countries. The Minister of Home Trade is to be responsible for the removal of tobacco ads and posters from "all shops, stalls, kiosks, restaurants, etc."

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Broadcasters are to prohibit smoking on television programs except when it is necessary as part of the dramatic action, and to increase the number of radio and television broadcasts devoted to anti-smoking education. Editors are to provide space for articles concerning the health risks of smoking.

Commenting on Poland's proposed measures, Narcotics Education, Inc., Washington, D.C., said in its monthly publication, Smoke Signals: "No other country has faced up to the problem of smoking so forcefully as Poland is doing. Every branch of its Government is involved in legal measures, educational measures, and environmental measures against smoking . . . This could well serve as a pattern for other countries."

#### PORUGAL

**ADVERTISING:** A bill to prohibit cigarette advertising in radio, television and in motion picture theaters was introduced in the National Assembly in December 1972. Sponsors of the bill included Jose G. M. Correia da Cunha, president of the Portuguese National Environment Commission.

**EDUCATION:** There are no official educational programs, but reports on smoking research, the hazards of smoking and activities of other countries in smoking control are frequently carried in newspapers and medical journals. The same publications, however, also carry cigarette advertising.

**SMOKING PATTERNS:** A recent study on tobacco usage in Portugal by L. Cayolla Da Motta, M.D., indicates that cigarette consumption per capita, after rising steadily from 1943 to 1966, showed little increase from 1966 to 1969. "We believe," he said, "that the percentage of women smoking is still one of the lowest among countries of the region, although it is rising appreciably, especially among the higher social classes, students and professional women."

**RESTRICTIONS:** Smoking is prohibited in theaters, cinemas and in public conveyances.

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### SAUDI ARABIA

No action has been taken to reduce the health hazards of cigarette smoking. The Saudis are reported to be fairly heavy smokers and it is quite common to see children of eight to ten years smoking cigarettes.

Television and radio are Government-owned and operated and there are no commercials. Although there is a strict prohibition against cigarette advertising, cigarettes are prominently displayed in tobacco shops and near the entrance in most food stores and supermarkets.

Cigarettes are readily available at very low prices and, so far as is known, except for the prohibition against advertising, there have been no measures taken to implement the 1970 recommendations of the World Health Organization to reduce the health hazards of smoking.

### SINGAPORE

**ADVERTISING:** Tobacco and cigarette advertising was banned in all media in March 1971.

**EDUCATION:** School teachers are given special instruction on anti-smoking education techniques. The Government's medical staff has been requested not to smoke in public.

**RESTRICTIONS:** Smoking is banned in cinemas, theaters, buses and on public elevators.

**CONFERENCE SITE:** A "Far East and Pacific Congress on Smoking and Society" will be held at the Mandarin Hotel, Singapore, August 26-29, 1974, under the sponsorship of the Seventh-day Adventists. Singapore was chosen because of the "excellent efforts made here to curb smoking."

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SWEDEN

In August 1973 a special health commission submitted a report to Parliament recommending sweeping measures to reduce cigarette smoking. These included: yearly price increases of 10 percent on tobacco products; a long range educational program on the hazards of smoking, focusing on pregnant women who smoke and young people. Legal controls would include prosecution for offering cigarettes to minors under 16 years of age, the outlawing of cigarette advertising and vending machines, and a ban on smoking in factories, offices and public buildings. Life insurance premiums would be higher for smokers, by law.

The health commission report was based on a four year study designed to preserve Sweden's longevity record -- 72 years for males and 77 for females. The increase in smokers has caused concern.

**ADVERTISING:** Cigarette advertising appears in print media; it is banned, as is all commercial advertising, on radio and television.

Sweden is a member of the Nordic Council, established to consider health, economic and social matters of mutual concern to Norway, Sweden, Denmark and Finland. The Council has recommended that Governments of these countries ban all tobacco advertising and mount full-scale educational programs against smoking.

**EDUCATION:** The National Smoking and Health Association (NTS) in cooperation with the National Board of Health and Welfare, has carried out several projects for teachers and school children on the effects of smoking. NTS also provides consultants to schools, business firms, etc., on anti-smoking programs.

**RESTRICTIONS:** Smoking is forbidden in theaters, cinemas, buses, subway trains, partly in railway trains, in some areas of hospitals and other health care institutions. Smoking is discouraged at meetings of the National Board of Health and Welfare. Smoking regulations in schools vary from total prohibition to permission to smoke in a specific smoking area.

**SMOKING HABITS:** A 1972 survey shows that 47 percent of Swedish men and 32 percent of Swedish women smoke daily. Of the men, 13 percent smoke pipes and cigars, while 34 percent smoke cigarettes. All the women surveyed smoke cigarettes. Twenty-five percent of the men and 10 percent of the women are ex-smokers. Twenty-eight percent of the men and 58 percent of the women have never smoked.

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#### SWITZERLAND

**ADVERTISING:** Advertising of tobacco products, alcohol or medical preparations is prohibited on radio and television. Under an agreement with the tobacco industry, no cigarette advertising will be directed to minors.

**NEW COUNCIL:** In February 1973 the Swiss Interagency Council on Smoking and Health was founded with Theodor Abelin, M.D., Professor at the Institute for Social and Preventive Medicine, Bern, as chairman.

**EDUCATION:** In Switzerland, where per capita cigarette consumption is much higher than in neighboring countries, anti-smoking educational programs are the responsibility of the individual cantons. A health education manual, which includes sections on tobacco and other types of addiction, has been developed for school use by Pro Juventute, a private non-profit organization funded by the Government.

**RESTRICTIONS:** Regulations restricting smoking vary from place to place, but in some large cities smoking is prohibited in public places, and on public transportation. Smoking is generally prohibited on school grounds, except in teachers' lounges.

#### TANZANIA

Although Tanzania has no anti-smoking legislation or programs, school children are always warned on the hazards of smoking in the normal course of classroom instruction. In addition, as a revenue measure, the Government recently increased the tax on the retail price of cigarettes by 15 to 20 percent and this could discourage cigarette consumption.

Any more vigorous action against smoking is believed unlikely in the foreseeable future. For example, in 1972 the country embarked upon a \$14 million program to expand tobacco production. The apparent result of this effort is that production in 1972 went up by 17 percent to an estimated 14,000 tons over the average production between 1969 to 1971. Furthermore, the largely State-owned cigarette factory is a lucrative revenue earner for the Government and its production of cigarettes has increased by more than 50 percent between 1967 and 1972. This increase suggests an increase in the number of people who are smoking rather than a rise in per capita consumption.

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THAILAND

**ADVERTISING:** There are no limitations on cigarette advertising in the media. Under a U.S. Department of Agriculture market development program, and at the request of the Thailand Government, \$75,000 was made available to the Government to advertise cigarette brands containing U.S.-grown tobacco. About 10 percent of the national budget is derived from the operation of the tobacco monopoly, which manufactures and distributes all cigarettes produced in Thailand.

**EDUCATION:** A privately sponsored annual Five Day campaign to stop smoking has been carried on in recent years at various institutions in Bangkok.

TOGO

The League of Life and Health sponsored a Five Day program for 300 smokers at Lome recently. The anti-smoking program for the most part is conducted by pastors in cooperation with physicians interested in the smoking problem.

TURKEY

**ADVERTISING:** There is no television, radio, news media or billboard cigarette advertising. The restriction is not to reduce cigarette smoking but rather to avoid competition among various brands, all of which are produced by a State monopoly under the Ministry of Customs and Monopolies.

**RESTRICTIONS:** There is no national legislation aimed at the reduction or control of cigarette smoking for reasons of health. Ministry of Education regulations, however, prohibit elementary and secondary school students from smoking. University students are prohibited from smoking in lecture halls and laboratories.

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Some municipalities prohibit smoking in certain designated places such as theaters and movie houses, buses and shared taxis, hospitals and other health institutions. Many private business organizations prohibit smoking in certain work areas. However, the existence of such prohibitions and the degree to which they are enforced varies from municipality to municipality and from private firm to private firm.

#### UGANDA

No anti-smoking legislation or programs are reported. On July 24, 1970, Uganda received approval for a \$4 million loan from the World Bank to increase tobacco production and exports. Tobacco exports have been mainly to the United Kingdom. Germany and the Netherlands usually buy considerable tobacco from Uganda, according to the Foreign Agricultural Service of the USDA.

#### UNION OF SOVIET SOCIALIST REPUBLICS

**ADVERTISING:** Tobacco advertising is banned in all media.

**EDUCATION:** Several government agencies take part in anti-smoking educational activities. The overall program is coordinated by the Central Institute for Scientific Research in Health Education in Moscow. The Ministry of Education program shows children the harmful effects of smoking through lessons in botany, anatomy and physiology. The Ministry of Culture produces films on smoking and distributes from 700 to 1000 prints to film agencies in all parts of the country. Posters are widely distributed.

The Central Institute is concerned not only with the development of health education techniques, but with scientific research as well. These activities are carried out by a staff of 300, including physicians, writers, biologists, psychologists, nutritionists and educators.

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**RESTRICTIONS:** Smoking is not allowed in the subway, city buses or trains, and is restricted to special areas in theaters, concert halls, cinemas, hospitals, many factories and shops. In spring 1973 smoking was banned on Aeroflot flights of less than three hours. Smoking is forbidden in places where nursing mothers and pregnant women may be present. Selling tobacco in any form to minors is illegal.

**SMOKERS INCREASING:** Despite the expansion of anti-smoking programs, Soviets are smoking more than ever. In 1972 Soviet smokers spent the equivalent of about \$3.6 billion, twice that compared to a decade before. The U.S. Tobacco Journal (2/15/73) reports that 63 percent of the men and 10 to 12 percent of the women in Moscow smoke.

**NONSMOKERS PROTEST:** The Magazine Health (March 1973) concluded a series of articles urging restrictions of smoking in public places. More than 1,000 readers had written to protest smokers' pollution of the air in communal apartments, trains, workshops. As a result of the protest the civil aviation department decided to limit smoking on Soviet airline flights. In Moscow, Boris V. Petrovsky, Soviet health minister, said, "Some of my officials have suggested we should outlaw smoking. Unfortunately we don't have the right to do this. But in my office no one smokes. We have banned smoking in hospitals, and hope to expand such measures."

#### UNITED KINGDOM

**ADVERTISING:** Cigarette advertising was banned on independent television in 1965; the BBC carries no advertising of any kind, and in 1968 banned cigarette ads from its publication, "Radio Times." Cigarette advertising at airports owned by the British Airports Authority will disappear. Existing contracts will not be renewed.

**HEALTH WARNING:** Cigarette packages carry the warning: "Smoking can damage your health." Reference to the warning appears in all cigarette advertising in print media, including billboards, posters, store-counter placards. These ads state: "Every packet carries a Government health warning."

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**TAR AND NICOTINE:** The Department of Health in spring 1973 published for the first time tables of the tar and nicotine yields of various brands of cigarettes to familiarize smokers with brands which are considered strongest and those which are relatively less hazardous. The 101 brands listed range from 4 mgs. to 38 mgs. of tar and from 0.3 mg. to 3.2 mgs. of nicotine. A new no-nicotine cigarette called Planet, manufactured with synthetic tobacco, is scheduled for test-marketing in late 1973.

**EDUCATION:** The Government-financed Health Education Council prepares anti-smoking materials for distribution through local public health departments to schools, colleges, the medical profession, and general public. The Council in 1973 allotted half of its \$3.25 million budget to an anti-smoking advertising campaign which included television commercials, posters, pamphlets. Also active in anti-smoking education are the Royal College of Physicians, Action on Smoking and Health (ASH), the Chest and Heart Association and other voluntary health organizations, and the National Society for Non-Smokers, a private organization.

The large number of inquiries these organizations receive from teachers and pupils asking for information on all aspects of smoking and health indicates that the subject is being well covered at all school levels. The Health Education Council reports how the information is used:

"The smoking problem is generally approached through subjects such as biology, social studies, home economics or as part of a general health education course, rather than as a specialized campaign. Teachers may invite special speakers (a doctor or health education officer), but most instruction is by the classroom teacher.

"The Certificate of Secondary Education allows for pupil project work and aspects of smoking and health are frequently chosen as a subject.

"The Nuffield Educational Foundation financed a curriculum project for an integrated science course. In THEME 3, THE BIOLOGY OF MAN, body structure and function are closely related to the effects of the physical environment, therefore smoking follows the section on gaseous exchange.

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"In a new book for secondary schools, THE UNCLEAN PLANET, the effects of smoking are discussed under the section on air pollution, and the Department of Education and Science has made available to all Education Departments for issue to schools a handbook of guidance for teachers on SMOKING AND HEALTH IN SCHOOLS."

1974 CONFERENCE: The Health Education Council and ASH are organizing a joint national conference, "Smoking -- Whose Problem?" in London on April 3-4. Participants will include representatives from industry, Government, education, and voluntary bodies.

RESTRICTIONS: Smoking has been banned on single decker buses and in several large shops, particularly food shops. The Secretary for Health and Social Security has requested that public transport, cinemas, theaters, etc., to set aside more accommodations for nonsmokers. Since 1971 BOAC has reserved sections for nonsmokers on all aircraft. Some BEA planes provide similar facilities.

Dr. Robert H. Browning, Health Medical Officer of the County Borough of Bournemouth, has reported an encouraging development in the allocation of seats to nonsmokers in cinemas and restaurants. Dr. Browning, like Dr. H. O. Williams, chest physician at London's Whittington Hospital, has written a number of widely distributed leaflets on the smoking problem for the general public.

SCOTTISH HEALTH EDUCATION UNIT: This Government-sponsored unit in 1973 allotted about \$250,000 "to increase public knowledge of the dangers of smoking, and thereby to alter attitudes and behavior." Among materials offered in its anti-smoking campaign guide for 1973/74 are a series of television spot announcements, posters, press advertisements for newspapers, movie shorts, materials for school teachers, leaflets, roof panels (car cards), and postal franking slogans. For the latter, the Unit helps provide artwork and incidental costs.

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UNITED STATES

**ADVERTISING:** The Public Health Cigarette Smoking Act banned cigarette advertising from radio and television in January 1971. The Act was amended in September 1973 to prohibit the advertising of little cigars as well. Cigarette advertising has sharply increased in other media. In 1972, cigarette manufacturers tripled their expenditures for newspaper, magazine and outdoor advertising. A cigarette company led the list of the 100 top national advertisers in newspapers.

**HEALTH WARNING:** In 1965 the first national law regulating the labeling of cigarettes required that packages carry the warning: "Caution: Cigarette Smoking May Be Hazardous to Your Health." The warning label was strengthened in 1971 to read: "Warning: The Surgeon General Has Determined that Cigarette Smoking is Dangerous to Your Health."

**TAR AND NICOTINE:** Under terms of a voluntary agreement between the Federal Trade Commission and the major cigarette companies, all cigarette advertisements for major brands must disclose the tar and nicotine content of the advertised brands. Tests to determine the tar and nicotine content are made periodically by the Federal Trade Commission; the August 1973 tests of 130 varieties of cigarettes produced in the U.S. showed a range from a high of 34 mgs. of tar to a low of 2 mgs., and from a high of 2.1 mgs. of nicotine to a low of 0.2 mgs. The tar content of the most heavily advertised cigarettes has declined about 20 percent since 1967, but nicotine yields are unchanged, according to a study made for the Senate Commerce Committee. The market share of cigarettes yielding 15 mgs. tar or less increased from 2 percent in 1967 to 6.6 percent in 1972.

**LEGISLATION:** Tobacco bills before Congress include proposals for (1) an end to tobacco subsidies; (2) authority to establish limits on tar and nicotine in cigarettes; (3) protective areas for nonsmokers in public transportation; and (4) authority to impose additional taxes on cigarettes with the proceeds to be used for cancer research programs.

**EDUCATION:** The Federal Government's National Clearinghouse for Smoking and Health, established in October 1965, carries on a national program of public information and education, supports State and local programs and school and educational projects, and

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conducts research in smoking behavior and methods of cessation. The programs of a number of national private and professional organizations include anti-smoking education. The organizations include the American Medical Association, the National Congress of Parents and Teachers, and such voluntary health organizations as the American Cancer Society, the American Heart Association, and the American Lung Association. They are among the 35 national organizations (including five Government agencies) which share membership in the National Interagency Council on Smoking and Health, a voluntary association of health, education and youth leadership organizations which have joined to combat smoking as a health hazard.

Among innovative educational programs supported by government funds is the Elementary School Health Curriculum Project. Under this experimental program, six regional training centers have been established where teachers are instructed in new techniques in health education for the fifth, sixth and seventh grades. The children learn how common risk factors in daily life, including alcohol, tobacco and drugs, can damage their bodies.

The health programs of the armed forces now include educational materials on the health hazards of smoking.

**RESTRICTIONS:** Smoking is generally prohibited in theaters, movie houses, department stores, subways, museums and other public buildings, and in public conveyances except for areas set aside for smokers. The range of limitations and the degree of enforcement of no-smoking regulations are matters of local rather than Federal jurisdiction. In August 1973 Arizona became the first State to restrict public smoking for health, rather than for fire reasons. The law bans smoking in public buildings, libraries, concert halls, museums, theaters, elevators and buses. Various anti-smoking bans are being considered in 15 other States.

In February 1972 the Secretary for Health, Education, and Welfare issued a directive limiting smoking in HEW facilities across the country. Under this policy smoking is prohibited in conference rooms and auditoriums, and limited in cafeterias and, wherever possible, in offices.

**TREND:** The U.S. Department of Agriculture estimates that in 1973 cigarette consumption per person (18 years and older) is about 1 percent above 1972 when 4,043 cigarettes (202 packs)

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were used. At the same time, the number of ex-smokers continues to rise. In 1966, half of the men and one-third of the women in the U.S. were cigarette smokers, a total of some 50 million smokers. Four years later, there were four and one-half million fewer smokers -- four million men and one-half million women. Among U.S. adults, 42.2 percent were cigarette smokers in 1966, but only 36.2 percent were cigarette smokers in 1970. Among men, the smoking rate fell sharply, from 51.9 percent to 42.3 percent; among women, it fell from 33.7 percent to 30.5 percent.

#### URUGUAY

The Uruguayan Ministry of Public Health (MSP) is studying the possibility of establishing a permanent anti-smoking educational program, combined with an anti-alcohol and an anti-drug program, at high school levels. Courses in public schools would begin in 1974. The program would be jointly sponsored by the MSP and the newly created National Education Board.

#### VENEZUELA

A Congressman has suggested that the tobacco industry add health warnings to cigarette packages. So far there has been no reaction by the public, the legislature or the industry.

#### ZAMBIA

Cigarette and liquor advertisements have been banned by the Zambia Broadcasting Service. The Ministry of Health issued a simply worded leaflet, "The Effect of Cigarette Smoking on Health," for use in schools. Several hospital directors, on their own initiative, have posted warnings in their hospitals on the dangers of smoking.

In a Public Health Department survey of 246 families in a Zambian township in 1972, it was found that 54.6 percent of the respondents smoked.

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The following countries included in the survey reported they had no anti-smoking legislation or anti-smoking educational programs:

ALGERIA	LUXEMBOURG
BOTSWANA	MALAGASY REPUBLIC
BURUNDI	MAURITIUS
CENTRAL AFRICAN REPUBLIC	NEPAL
ETHIOPIA	RWANDA
GABON	SIERRA LEONE
THE GAMBIA	SPAIN
HAITI	SUDAN
HONDURAS	TRINIDAD AND TOBAGO
IVORY COAST	VIET-NAM
KENYA	YEMEN
LESOTHO	

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